

10 Copywriting Templates to Use in Marketing

1. Email Marketing

Here's an example of a template you might use to welcome new subscribers to your newsletter:

Hi [First Name],

Thank you for signing up for [include what someone just signed up for, like a blog subscription, newsletter subscription, company services, etc.]

At [Company Name], we're working to [list a few of your company's core goals or include your mission statement]. We highly encourage you to check out [suggest a few recommendations so the reader can continue learning more about your company].

If you ever have any questions, please feel free to contact us at [Contact information].

Thank you,

[Company Name, or individual sender's name]

2. Blogging

Title

Introduction

[Introduce the product/service you're reviewing and relevant background information about the company and the product/service. Clearly state what the reader will gain from reading the post.]

Subheading

[Write a brief using keywords. Use headings throughout the post to break up the key sections of your post]

Body

[A few paragraphs will cover the bulk of the review here. If there are multiple features to the product/service, section them separately as you review. Be detailed and answer the questions you think your audience may have about the product or service.]

How much did it cost?

What is the functionality?

How was the customer service?

Are you recommending the product/service?

Who would benefit from using the product/service?

Conclusion

[Wrap up your post with final thoughts and a CTA if you want readers to check out the product/service.]

3. Social Media

Here's an example of an outreach template you could use for another major social media platform.

Hi [First Name

], I just finished [reading/watching your post, reading/watching a post you shared, reading a comment you left on a post, etc.]. I found it interesting that [include a few brief vital points you found interesting, or anything that you feel showcases some common ground]. I also noticed that we share a few mutual connections, like [list mutual connections].

Let's connect and keep sharing great content with each other!

4. Website Copy

[Company name] was founded in [Year] by [Founder's name]. When [Founder's name] began building [Company name] [he/she/they was/were] determined to [help, build, create] a company that offers [include the solution that the company problem solves for].

[Include as much or as little about the founders of your company. Sharing personable stories about how your company was founded is a great way to

connect with readers and provide more insight into the people behind your brand.]

[Company name] helps people with [identified pain points of your [buyer persona\(s\)](#)]. To give our customers the best [product or service] we focus on [value proposition #1], [value proposition #2], and [value proposition #3].

[Company name] takes pride in working with people like you to provide quality [product/s or service/s] and exceptional customer service. We look forward to having you as a valued customer.

[Closing Signature]